



Education Training Consulting  
Innovator Motivator Educator



cliff's Notes:

www.cliffquicksell.com

## Vol I DN – November 2007

My friends – Hopefully your 4th quarter is progressing nicely and your profits are soaring. Even when sales are brisk, it is very important to continue to fill the pipeline and to market and advertise. Many years ago, my best friend (who by the way is in the business) asked me how business was going. It was around the same time of year as it is now. I mentioned to him we were severely busy but that it would slow down in January, February and part of March. He laughed, and asked "Why is that?" I responded, "That's just our business; it's what happens.", He retorted, "Cliff, I challenge you that the reason it's that way is because you've convinced yourself that's the way it is and has to be... This year, market your business like you've never marketed before." I did just that, and my first quarter of the following new year was explosive – nearly 350% growth, quarter over quarter. Now, I give you that same advice, **NEVER** stop marketing your company, regardless of how busy you are – never stop.

### Books on Review:

This month, I had the pleasure of reading two books that I **highly** recommend:

**The DIP**, by Seth Godin: Do not walk to the store... **RUN** and get this book; in fact, don't wait to go to the store – order it online. These 76 pages of explosive information that will change your business... I promise. As a consultant, clients are always asking me, "should I stay or should I go?" If you've asked this question, you are undoubtedly "in the dip." The information will transform how you view what you do and hopefully will ignite a spark in you – it contains valuable business principals to jump-start your success. If you enjoy what Seth says, go to his website [www.SethGodin.com](http://www.SethGodin.com) and click Seth's head to read his blog.

For those of you who are part of a family business I encourage you to read: **NEVER QUIT: The Ups and Downs of Running a Family Business**, by Donna M. Gray. Owning and working in a family business can be a challenge, Donna does a phenomenal job of detailing methods and understanding the nuances of owning a family business. I was most touched with Chapter 3, "It's Never Too Late To Begin Again," which focuses on reinventing who you are and showing a great example of how, "It's never to late..." Donna is also a featured speaker at many of the promotional marketing shows and ARA shows. You can order the book at her website: [www.NeverQuitFamilyBusiness.com](http://www.NeverQuitFamilyBusiness.com)

### Profit Maker of the Month

### End-User Education

Over the past several months I have been hired more and more to come in and do an end-user education session; the typical workshop is not about buying promotional products, but rather how to look beyond the product to see the real value of our medium. It is truly remarkable to see the responses of the attendees and the amount of notes that are taken during these presentations. Many of the attendees have spoken to me after the presentation and mentioned that, "...they never realized how powerful the medium could really be..." Much of the discussions revolve around the ability to actually measure the success rate of a promotional marketing campaign.

For the marketing companies (formally known as distributors), the short- and long-term effects are tremendous.

If you are ever interested in putting together a program, please give me a call. We have put together a checklist and budget analyses that will help you move the process quickly; contact us at [cliff@cquicksell.com](mailto:cliff@cquicksell.com) to request a free copy.

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### CONTACT CLIFF:

CLIFF QUICKSELL, MAS  
9502 BLAIR WAY,  
LA MESA, CA 91941  
301-717-0615  
619-465-6460 FAX  
CLIFF@CQUICKSELL.COM  
WWW.CLIFFQUICKSELL.COM

## **Supplier Spotlight: Authentic Plush**

### **HOT NEW IDEA... and it's FREE! It is almost the Holidays, make them profitable**

The hottest new supplier, Authentic Plush (ASI#37569) has a wide variety of stock plush animals that make favorable corporate holiday gifts. What's cool is that upon request they will give you **FREE** gift card holders that go around the neck of the animal. As many of you know, gift cards have taken off in popularity and are being used more and more – what better way to deliver the gift card. In addition, think about placing these products in a custom printed bag along with a custom message/note inside. It makes a great gift as a desk drop or delivered in person by office managers, etc. Authentic Plush makes this **FREE** offer throughout the year. To see the wide variety of plush items, go to [www.authenticplush.com](http://www.authenticplush.com) – if you have not visited their site you will be required to request a username and password. This is done to protect and honor the distributor/supplier selling relationship to NOT SELL to end-buyers. To contact Authentic Plush, call: (619) 280-2525.

### **Hot Points, New Data...**

#### **Was The Trip Worthwhile? What are the most important stats for measuring trade show success?**

- Lead generation – 82%
- Feedback, anecdotes from employees – 48%
- Number of visitors per booth – 47%
- Product sales and service – 44%
- Number of prospects that visit the booth – 43%
- Feedback from customers and prospects – 37%

Source: *The Marketing Report: Catalyst Exhibits*

### **Education Insight**

If you plan to attend the Orlando ASI show I would like to cordially invite you to attend two of my presentations (both require pre-registration and a fee).

#### **Grow Your Sales and Double Your Income Selling Creative Marketing Campaigns**

Thursday, January 3, 2008 - 9:00 a.m.-5:00 p.m. – This will be an experience you'll NEVER forget... promise.

[www.asishow.com/Orlando/OR08PaidSeminarsD.html](http://www.asishow.com/Orlando/OR08PaidSeminarsD.html)

#### **Lunch & Learn: 10 Proven Steps to Delivering What Your Clients REALLY Want**

Thursday, January 3 • 12:00 p.m. - 1:30 p.m. – Fun and insightful program that WILL motivate you to higher profits and a better connection with your clients.

[www.asishow.com/Orlando/OR08LunchLearnD.html](http://www.asishow.com/Orlando/OR08LunchLearnD.html)

CD's and DVD's of over 16 different workshops are available on our website at [www.cliffquicksell.com](http://www.cliffquicksell.com)

### **Until Next Month...continued good selling! CQ**



**Cliff Quicksell, Jr., MAS** has been involved in the promotional marketing and sportswear industries for the past twenty-five years. During this tenure, he has achieved the MAS professional designation, Master Advertising Specialist. He has been actively involved in PPAI, the international ... [More](#)

**Cliff Quicksell Going for the Gold**  
Cliff recently published his first book: "Going for the Gold: 15 steps to successful award winning promotions"- by C.D.Quicksell, Jr., MAS. **This book is now available to order directly from his [website](#).**



## **UPCOMING EVENTS**

- [UK Trade Only Conference - Birmingham, UK - January 2008](#)
- [Brown & Bigelow National Sales Meeting Las Vegas Nevada before the PPAI Show Vegas - January 2008](#)
- [The ASI Show Orlando, Florida - Lunch and Learn - "Top 10 Things Clients Really Want" - January 3rd 2008 - 12:00 pm to 1:30 pm](#)



**Get Ready To Be Inspired!**